

## Douglas Adams *Biography*

As president and CEO of the Dallas Symphony Orchestra, Douglas Adams leads the largest arts organization in the Southwest. He is responsible for managing all artistic and administrative operations of the Dallas Symphony Orchestra (DSO), as well as the presentation of over 150 concerts a year. Adams works closely with the Board of Directors and other cultural, business and city leaders in order to lead the orchestra into a new era of artistic excellence and community involvement.

Adams was named president and CEO of the DSO in July of 2008, and officially took over at the start of the 2008-2009 season, just as Music Director Jaap van Zweden began his tenure. Adams has formed a strong partnership with van Zweden and recently secured a contract extension with the DSO's brilliant conductor through the 2015-2016 season. Adams has also made significant strides to raise the profile of the popular DSO Pops Series. Most recently, Adams secured world-renowned pianist and composer Marvin Hamlisch as the DSO's principal pops conductor beginning with the 2010-2011 season. Adams' pairing of van Zweden and Hamlisch equips the DSO with an artistic dream team, positioning the DSO as an orchestra at the highest level of classical and pops artistic leadership.

Under Adams' leadership, the DSO has also reached major artistic goals and experienced brisk ticket sales. Achievements such as securing the Dallas Symphony as an orchestra in residence at the *Bravo!* Vail Valley Music Festival through the summer of 2012; five world premiere works debuted by the Dallas Symphony Orchestra in two seasons as part of the DSO's Texas Instruments Classical Series; the newly launched Masters of Film Music programming initiative, commissioning new works for the DSO from some of today's leading film composers as part of the DSO Pops Series; and the launch of the DSO Teen Council, a select group of musically passionate teens who advise the DSO on programming and more; are only a few of the artistic and community breakthroughs the DSO has achieved under Adams' direction.

In addition, during Adams' first full season at the helm, the DSO saw record-breaking single ticket sales, a feat not many orchestras or artistic institutions were able to accomplish amid the growing economic crisis. Through innovative programming and unique marketing tactics, the DSO was able to exceed over \$11 million in revenue; with well over 25% of patrons being new to the DSO experience. In a feature article in the *Dallas Business Journal* last year, reporter Joyce Tsai noted, "Part of the past season's success was due to a well-tuned repertoire of innovative business strategies" and Tsai applauded Adams' ultimate goal – to heighten the DSO to a position rivaling the most renowned orchestras in the world.

Adams previously worked with the DSO as general manager under former President and CEO Eugene Bonelli from 1999 to 2002, overseeing all business aspects of the orchestra and administration. Prior to his return to the DSO, Adams was president and CEO of the Colorado Symphony Orchestra for six years. Under Adams' leadership, the CSO posted six consecutive years of in-the-black financial performance and saw an increase in ticket sales of more than 40%. The CSO's artistic reputation also grew under Adams' guidance and, in addition, he led the campaign to win voter approval of \$60 million in bonds funds; funds slated to be used for a major renovation of Denver's Boettcher Concert Hall.

The appointment in Dallas marked a homecoming for native-Texan Adams, as prior to his appointment at the DSO as general manager, Adams had a highly successful career in television. For nine years he was the president and general manager of KXAS-TV in Dallas-Fort Worth – recognized as one of the most successful television operations in the United States.

Adams' accomplishments also include serving as president of the NBC Affiliates Board; chairman of the Dallas Business Committee for the Arts; and national vice president of the Muscular Dystrophy Association. He received his undergraduate degree from the University of North Texas and his M.B.A. from Southern Methodist University's Cox School of Business and has also served on numerous boards, most notably as a member of the Dallas Symphony Orchestra's Board of Governors and Executive Committee for ten years.